



INDUSTRY CIRCULAR

DEPARTMENT OF
THE TREASURY

Bureau of Alcohol, Tobacco and Firearms

Washington, D.C. 20226

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DOLLAR LIMITATION FOR DISPLAY AND RETAILER ADVERTISING SPECIALTIES INCREASED

Proprietors of distilled spirits plants, bonded wine cellars, brewers, wholesale beer dealers, wholesale liquor dealers and others concerned:

Pursuant to 27 CFR 6.82 a "cost adjustment factor" will be used to periodically update the dollar limitations set for industry members who wish to furnish, give, rent, loan, or sell product displays or retailer advertising specialties to retailers (27 CFR 6.83, 6.85). Also to be updated is the dollar limitation set for industry members making payments for advertisements in programs or brochures issued by retailer associations at a convention or trade show (27 CFR 6.100). The cost adjustment factor is defined as a percentage equal to the change in the Bureau of Labor Statistics' consumer price index from December of one year to December of the following year.

Based on the data of the Bureau of Labor Statistics, the consumer price index was 8.9 percent higher in December 1981 than in December 1980. Therefore, effective January 1, 1982, the dollar limitation for "Product Displays" (27 CFR 6.83(c)(1)) has been increased from \$100 per brand to \$109 per brand. Similarly, the former \$50 maximum for "Retailer Advertising Specialties" (27 CFR 6.85(b)(1)) has been increased to \$54 per brand. Also the \$100 limit for "Participation in Retailer Association Activities" (27 CFR 6.100(e)) has been increased to \$109 per year.

Inquiries concerning this circular should refer to its number and be addressed to the Assistant Director, Regulatory Enforcement, Bureau of Alcohol, Tobacco and Firearms, 1200 Pennsylvania Avenue, N.W., Washington, D.C. 20226.

Director